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Date and Signature of Deposit: 1/03/04 Ja S. Pienkos

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Pienkos, John T.

Serial No.: 09/626,365

Filing Date: July 23, 2000

Title: APPARATUS AND METHOD FOR PROVIDING PRODUCT  
LOCATION INFORMATION TO CUSTOMERS IN A STORE

Examiner: Rudy, Andrew J.

Art Unit: 3627

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**AMENDMENT**

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Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action dated September 24, 2003, the Applicant respectfully provides the following Remarks and Amendments.

**Amendments to the claims** are reflected in the listing of claims which begins on page 2 of this paper.